

## RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *corporate social responsibility* (CSRDI) dan kebijakan dividen (DPR) terhadap nilai perusahaan (PBV) yang dimoderasi dengan profitabilitas (ROA) pada industri perbankan yang terdaftar di Bursa Efek Indonesia periode 2013 – 2017.

Populasi pada penelitian ini adalah sebanyak 43 perbankan. Sampel yang digunakan dalam penelitian ini sebanyak 12 perbankan. Sampel diambil dengan metode *purposive sampling*. Data pada penelitian ini dianalisis dengan regresi data panel dan regresi moderasi.

Hasil penelitian menunjukkan bahwa *corporate social responsibility* (CSRDI) tidak berpengaruh terhadap nilai perusahaan (PBV), kebijakan dividen (DPR) berpengaruh positif dan signifikan terhadap nilai perusahaan (PBV), profitabilitas (ROA) tidak mampu memoderasi pengaruh *corporate social responsibility* (CSRDI) terhadap nilai perusahaan (PBV), dan profitabilitas (ROA) mampu memoderasi pengaruh kebijakan dividen (DPR) terhadap nilai perusahaan (PBV).

**Kata Kunci :** *Corporate Social Responsibility Disclosure Index* (CSRDI), *Dividend Payout Ratio* (DPR), *Return On Assets* (ROA) dan *Price to Book Value* (PBV)

## **SUMMARY**

*This study aims to analyze the influence of corporate social responsibility (CSRDI) and dividend policy (DPR) on firm value (PBV) which is moderated with profitability (ROA) in the banking industry listed on the Indonesia Stock Exchange for the period of 2013 - 2017.*

*The population in this study was 43 banks. The sample used in this study were 12 banks. Samples were taken by purposive sampling method. Data in this study were analyzed with panel data regression and moderation regression.*

*The results showed that corporate social responsibility (CSRDI) has no effect on firm value (PBV), dividend policy (DPR) has positive and significant on the firm value (PBV), profitability (ROA) was unable to moderate the effect of corporate social responsibility (CSRDI) on firm value (PBV), and profitability (ROA) are able to moderate the effect of dividend policy (DPR) on firm value (PBV).*

**Keywords :** *Corporate Social Responsibility Disclosure Index (CSRDI), Dividend Payout Ratio (DPR), Return On Assets (ROA) dan Price to Book Value (PBV)*